

One Man's Battle With North Gossing

LATE SPORTS FINANCE

EDMONTON BULLETIN

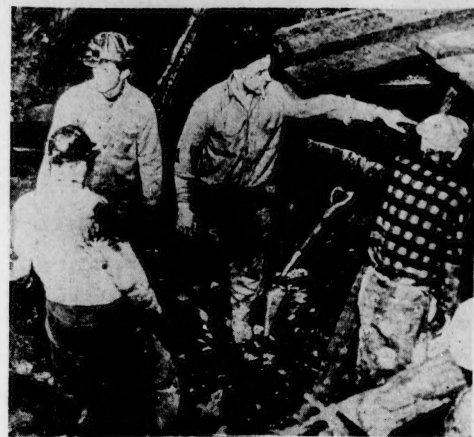
NIGHT FINAL

SEVENTIETH YEAR

EDMONTON, ALBERTA, MONDAY, JANUARY 16, 1950

Telephone 42111

PRICE 5 CENTS



WEARY WORKERS, spurred on by rescue of one trapped coal miner in Mahanoy City, Pa., are making renewed effort today to reach his brother still entombed by underground rock slide Friday. Workers succeeded in reaching Joe Gurda, 30, yesterday, after he was trapped for 40 hours 55 feet beneath surface. Further down rescuers are hopeful of reaching 25-year-old Eddie Gurda. A third brother reached safety before slide entombed him Friday. —AP Wirephoto.

1 Dead, 1 Saved From Gas Fumes

Men Overcome in North When Truck Breaks Down

Maurice Byers, 9102-115 avenue, is recovering in High Prairie hospital from carbon monoxide fumes that seeped into a truck and took the life of Howard Burton, about 18, Whabum, who was travelling with him in the Lesser Slave Lake area.

The men were taken to Barnside Oil Company camp, where workers applied artificial respiration to Byers for nine hours before he regained consciousness. The men worked for 11 hours over Burton without success.

Byers was taken to High Prairie hospital, where he was joined Friday by Mrs. Byers, who made the 18-mile trip north with James Chapman, partner of Mr. Byers in the transport business.

Earmuffs Still The Fashion In Edmonton

Dominion weather office reports no sign of relief in sight for chilled Edmontonians who have been living in deep-freeze for the past month.

During the past 32 days, Edmonton has experienced only eight days of above zero weather, three of which occurred early in January.

Record low for the past seven years was registered at 73.0 a.m. Saturday, with a frost 47.8 below.

Slight moderation occurred in Alberta yesterday, and Edmonton recorded a high of 10 below at 2 p.m. Overnight low was 29 below at 8 a.m. today.

Coldest spot in Alberta last night was Banff with 46 below, with the province averaging 30 below.

Low spot on the prairies was Saskatoon with 41 below.

Prince George, in the B.C. interior registered a record-breaking 52 below.

Edmonton weather office reports no immediate sign of relief. Sub-zero temperatures are expected to continue.

Forecast is foggy until noon, clear and cold the afternoon and evening. Light winds. Estimated high today, 10 below. Outlook for Tuesday, cold.

Glenton Hotel Fate Up Today

Today Is Decision Day For The Glenton Hotel

C. J. C. Boright of Montreal arrived in Edmonton last night, and has today taken up his 41-acre option to buy for \$150,000 the choice hotel site on 102A avenue.

If he purchases the property today, he has until May 10 to deposit \$100,000 in cash or credit in an Edmonton bank, as a guarantee to the city that he can complete construction of the projected 350-room hotel.

Col. Boright was not available for comment early today, but his agent, Percy Herring, said any indication of whether the option will be taken up must come from Col. Boright.

Boright is planning to meet city commissioners today, and it is expected the sale will be completed.

RACE RESULTS

FAIR GROUNDS	
FIRST RACE—	10:20 8.50 2.50
Hay	2.50
Truck	2.50
SECOND RACE—	6:30 20.00 23.00
Monkey	2.50
Wheeler	2.50
Butter	2.50
THIRD RACE—	12:40 4.00 1.50
Antony	2.50
Queen	2.50
Reynolds	2.50
BEHIND RACE—	4:30 2.50 2.50
Tup Spring	2.50
Bull Shook	2.50
Old Burial	2.50

U.S. Envoy Sees Chiang

TAIPEI, Formosa, Jan. 16.—(BUP)—Dr. Philip C. Jessup, America's roving ambassador, will confer for two hours today with Generalissimo Chiang Kai-shek on the problem of Communism in the Far East.

Observers here regarded the meeting as the most important between American and Chinese officials since Gen. George C. Marshall and Chiang broke off efforts to settle China issue early in 1947.

The roving ambassador is in Formosa for a two-day visit in preparation of a Far Eastern tour.

18 Missing

TOKYO, Jan. 16.—(AP)—The motorship Kishi Maru, 1,200-ton vessel, sank off the coast of Hokkaido today. Eighteen persons are missing and are feared drowned.

61 Die As Violent Storms Sweep Canada and States

From CP and BUP Dispatches

Canada counted 19 dead and thousands of dollars' damage today in the wake of a week-end marred by violent winds in the east and deep snow and zero temperatures in the usually warmer west.

In the United States, a screaming storm, which hammered the northern plains, Rocky Mountain and northwest states, veered over into Canada but it left a wide area with its worst cold wave of the winter.

At least 42 deaths were attributed to the U.S. storm. Nine died in the northwest blizzard, seven in crashes of two small planes in rain and fog, and a woman and her three small daughters in an automobile crash on an icy Michigan highway. Other fatalities were caused by the winds, floods and traffic accidents.

A Canada-wide British United Press survey showed sixteen persons died directly as a result of the weather, two others were burned.

Late News Flashes

Value of Conferences Seen

CANBERRA, Australia, Jan. 16.—(AP)—Prime Minister Robert Menzies said today the Commonwealth foreign ministers' conference, which just ended in Ceylon, "clearly demonstrated the value of periodic foreign ministers' meetings which should become a regular part of the machinery of British Commonwealth co-operation."

Security Guarantee Proposed

BERLIN, Jan. 16.—(UP)—Foreign Minister Robert Schuman of France proposed informally tonight that France, the United States and Great Britain guarantee the security of western Germany against aggression.

Spanish Gold Loan Collateral

MADRID, Jan. 16.—(UP)—The Spanish government sent \$12,000,000 in gold by plane to New York today as collateral against a new Chase National Bank loan, which will be used to buy wheat in the United States and Canada, financial sources reported.

Special Ship For Evacuation

WASHINGTON, Jan. 16.—(UP)—The United States probably will have to send a special ship to Shanghai to evacuate American officials from Communist China, state department officials indicated today.

12 Below in B.C. Town

LAC LA HACHE, B.C., Jan. 16.—(BUP)—Seventy-two degrees below zero was the unofficial temperature recorded at Lac La Hache, B.C. today on a Pacific Great Eastern Railway thermometer. Dominion public weather office in Vancouver said the reading was unofficial, "but it's quite possibly right because it was 55 below at Prince George, not far from there."

Continued Controls Sought

WASHINGTON, Jan. 16.—(UP)—President Truman asked Congress today to give the White House control over production and consumption of synthetic rubber for 10 more years. He also asked authority to sell the government's 28 synthetic rubber plants to responsible private owners.

New Arrests in Czech Army

PRAHUE, Jan. 16.—(AP)—Unofficial but reliable Czech sources today reported new arrests in Prague which were said to be connected with the signing of an army revolt plot.

Murderers Get Reprieve

Appeals Granted Two City Men

Two convicted murderers, scheduled to be hanged Feb. 22, will have their execution suspended temporarily until the appellate division of supreme court hears their appeals at the next sitting, March 6.

They are Hong Suet Chin and Joseph Gilbert, convicted of the Oct. 8 north-house slaying of Sam Kee, 32-year-old North Edmonton market gardener.

Stuart S. Purvis, representing C. G. Purvis, KC, today abandoned application for appeal against the Feb. 22 death sentence of Wilfred Leslie Nowell, convicted last fall of the pistol murder of his employer, Thomas Law, Edmonton sign contractor.

HAYES HANGS FEB. 22

Scheduled to be hanged on the same date as Nowell is Michael Joseph Hayers for the July 10 slaying of William MacKay in an Edmonton suburb bus car dwelling following an all-night drinking party.

The panel of justices sitting on appeal court today opened here today included Mr. Justice H. H. Parlier, Mr. Justice G. B. O'Connor, Mr. Justice Frank Ford and Mr. Justice W. A. Macdonald.

Speaking to the appeal for Gilbert was Ale W. Miller, KC, while Gilbert was represented by W. G. K. Blair.

CN Assailed For Rail Cut

Canadian National Railways were assailed today by the board of directors of the Farmers' Union of Alberta of using the coal shortage as an excuse for permanent reduction of rail services in Canada.

Reporting on the week-long meeting of the board held last week secretary R. J. Boulton said the members strongly suspect the coal shortage is largely imaginary.

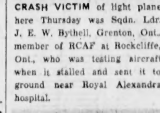
"We believe supplies of coal in Alberta are enormous," he said. "According to one report reaching us, there is a two-year supply of railway grade coal in Edmonton at the present time."

It appears the CNR sees a recession setting in and they believe, now that Donald Gault has taken over, the time is ripe to curtail services.

The board passed a resolution to support protests coming out of bodies against service cuts.

Gov't Rests Case

SAN FRANCISCO, Jan. 16.—(UP)—The government rested its case today in the perjury-compliance trial of labor leader Harry Bridges and two officers in his longshoremen's union.



CRASH VICTIM of light plane here Thursday was Sqdn. Ldr. J. E. W. Bythell, Grenon, Ont., who was telling rescuers when it stalled and sent it to ground near Royal Alexandra hospital.



SECOND VICTIM of crash was Sqdn. Ldr. D. A. Doherty of Toronto who was also in light trainer when it plunged to earth shortly before noon Thursday. Both men had arrived here night before crash.

Five Are Drowned In Submerged Auto

PORT ARTHUR, Texas, Jan. 16.—(BUP)—Five people drowned in their submerged car last night when it plunged through a bridge railing and into a bayou. The dead were three men, a woman, and a 14-year-old girl.



OH. WORKERS have cold weather troubles, too. Driller Dick Hazen, Calmar, adjusts pressure gauge on Leduc rig. Gages show strain on cable which supports drill bit. Ice-encrusted equipment shows strain on workers. Cold makes sensitive equipment less accurate, fuel oil often congeals, causes shutdowns.

It Happened TODAY

Compiled by Charles MacFarlane
Bulletin Telegraph Editor

Around and Around We Go

Paris has gone to the dogs.
At least the Paris police have. An order issued today says Paris police will soon be provided with dogs to track down criminals. City council purchased 10 specially-trained animals. It will be added if the experiment proves successful.

Ohio state policemen were alerted to be on the watch for a 100-foot bridge going through Columbus, Ohio. The bridge was stolen last week from Piney Creek, near Athens, Alabama. The patrol was told to watch for trucks suspected of hauling the bridge, piece by piece, through Ohio.

What's the world coming to?

Leo A. Simmons, associate professor of sociology at Yale University, said last night in a radio address that one out of every 10 Americans needs a psychiatrist. He called for 10,000 more trained psychiatrists to treat the growing number of mental cases.

Something New Has Been Added

A West Berlin newspaper says today that new "concentration camps" are being established in the Russian zone for businessmen who opposed nationalization of their shops. The American-licensed paper said businessmen held in the camps would be known as "economic criminals."

Gorgeous George, the ham-of-the-century, is back in Hollywood with his 1950 look. The blond curls are now tinted blue. Since becoming a film actor, too (in "Alias the Champ"), George is the country's highest paid ringer. His cut of all gates, according to Erskine Johnson, Hollywood columnist, is 25 per cent. The poor kid!

Maybe some of you people get tired of Hollywood "corn" but there's some that makes interesting reading. For example that quip just out of movieland about Joan Davis. She plays a soap salesgirl in the wild west in her latest flicker, "The Travelling Saleswoman," which caused one wag to quip, "Just foam on the range."

And then there's the yarn of the drunk stumbling up to Dorothy Shay, the Park Avenue Hubilly soap thrush, and saying, "Shay, Dorothy, aren't you Dorothy Shay?"

Came across an interesting classified ad in a New York theatrical magazine, "Actors Cues," which says: "For sale, Couch with lots of memories, \$6."

Of People and Things

Humorist James Thurber, writing from Ann Arbor, Michigan, foresees dire things for men in the next 50 years.

"Women, of course, will be stronger and more numerous and there will not be many men around," he wrote in reply to a question from the University of Michigan daily student newspaper.

The author of "Men, Women and Dogs" also noted that:

"The dog appears to be holding his own."

Deputy Sheriff Ed Crutch of Detroit, lost a prisoner in a revolving door yesterday.

He took David J. Berman, of Toledo, O., to hospital for treatment of a minor ailment. Before entering the revolving door at the front entrance, the deputy unlocked the handcuff from the wrist and permitted Berman to enter first. The next thing Crutch knew he was flat on the floor inside the door which was spinning like mad, and his prisoner was gone.

2 University Teachers Are Speared to Death

By Ralph Teatsworth
Special to the Bulletin

MANTLA, P.I. Jan. 16.—(BUP)—Barrel-chested Igbo natives in northern Philippines murdered two American college professors by plunging seven-foot, metal-tipped spears into them. It was disclosed today.

Victims were Marvin Pittman, 29, and Dr. Robert J. Coadin, 36. They had been missing since Christmas in the wild country north of Baguio. They entered the hills on Luzon Island on a hiking trip.

The U.S. Embassy announced that their bodies were found yesterday in a densely-wooded area seven miles east of Tuguegarao, where the spear-carriers, sturdy aboriginal hunters, were found.

Parties seeking the University of the Philippines professors by land and air for three weeks reported Pittman and Coadin missing. They had been slain Dec. 25 or Dec. 26. They said robbery apparently was the motive but the bodies were found and three more were being hunted. All will be tried by Philippine authorities.

The bodies were discovered by members of a search party composed of American and Philippine troops. Mr. Pittman, who went to Baguio with his wife and brother-in-law, was believed to have been taken captive by the headhunters.

The Americans, missing since mid-November, conducted a fruit-growing enterprise in the region. Their wife and brother-in-law were believed to have been taken captive by the headhunters.

A patent was granted in 1908 to Alonso Phillips of Massachusetts for the phosphorus match.

Packed Hall Hears Premier

TORONTO, Jan. 16.—(AP)—Alberta's Social Credit premier took the role of revivalist preacher before a packed Massey Hall.

Premier Ernest Manning, also the head of Calgary's Prohibition Bible Institute, was the guest speaker of the congregation of Avenue Road church.

Leaving back and looking his right hand into his lapel, he talked informally to the big crowd and asked them to re-dedicate themselves to Christ.



OLD PALS get together when President Elpidio Quirino of the Philippines and Adm. William F. "Bull" Halsey recall old times in Johns Hopkins Hospital in Baltimore. Both are patients in hospital where they swapped Pacific War stories.

—AP Wirephoto.

Base of Western Europe Seen in Southeastern Asia

SOME LIKE IT HOT, SOME LIKE IT COLD

TORONTO, Jan. 16.—(CP)—The basic cause of war may lie in the stomach, A.B. Davies of Hamilton said here last night.

Mr. Davies, who describes himself as a naturopath, told the Toronto unit of the Canadian Vegetarian Union that meat-eating and fighting will always be inseparable. The meat-eater is a "born fighter," he said.

The title of his address was "Why No Peace Without Vegetarianism?"

Left Wing Stronger If Labor Is Returned

LONDON, Jan. 16.—(CP)—Parliamentary quarters today predicted that the left-wing group of the party will be in the ascendant if Labor wins the general election Feb. 23.

These sources expect that a Labor victory will give an advance to the executive committee by the largest vote gives to any candidate.

The Sunday Chronicle, a Conservative newspaper, said the dynamic Weismann is making "a supreme bid" to be appointed foreign secretary if the Labor government is returned to power. Ernest Bevin is now foreign secretary.

The newspaper added that if Bevin gets the job he is expected to recast British foreign policy, cutting the present close links with the United States and making Britain play a "third force" role in the east-west cold war.

Both the Sunday Chronicle and the Sunday Dispatch, another Conservative newspaper, named Richard Crossman, left-wing member of parliament, as likely to be Bevin's adviser on foreign policy in that event.

But Crossman today denied this. Labor leaders this week-end put the finishing touches to their election manifesto. It contains the outline of their second "five-year plan," including proposals for nationalization of the super and cement industries and a project to "mutualize" industrial insurance.

Coal weather and shortage of railway cars has hampered production, but officials of the mine say all miners who want to work can be employed on strip mining operations which do not require inspection by firebrakes.

At Mountain Park Coal Limited, Mountain Park, strip mines only have been in operation for some time, and workers are continuing as usual. About 125 persons are discussed, forcing Minister Andrei Vishinsky was present.

Stalin At Home
MOSCOW, Jan. 16.—(AP)—Prime Minister Stalin received Indian ambassador to Moscow, Sarvagopal Radhakrishnan, at the Kremlin Saturday night. A brief announcement did not disclose what was discussed. Foreign Minister Andrei Vishinsky was present.

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50,000 U.S. Miners Refuse Work Plea UMW Men Seek Showdown On 8-Month Wage Dispute

By J. Robert Shubert
Special to the Bulletin

PITTSBURGH, Jan. 16.—(UP)—More than 50,000 United Mine Workers refused John L. Lewis' suggestion that they go back to work on a three-day week today and joined in a strike for a showdown in the eight-month contract dispute.

The revolt centered in the big fields of Pennsylvania and West Virginia. Pickets toured the mine areas, closing off the roads. The Western Pennsylvania Operators' Association said 90 to 95 per cent of the District's mines had been closed.

Let today's suggestion that the miners go back to work backfired in western Pennsylvania. Only 30,000 joined in last week's "spontaneous" walkout, but more than 43,000 were idle today.

The showdown movement centered in the Uniontown, Pa. area, where the big mines of the steel companies are located. Operators said none of the captive mines were operating.

The picket lines fanned out through the fields and quickly closed other mines. The pickets traveled in groups of five to 10 and had little trouble getting the miners to go home.

Another center of the rebellion was in northern West Virginia. Eight mines in the Fairmont

Stamps Blamed For 52 Deaths
Continued from Page 1
was found dead in her freezing Vancouver home Friday. Police said she apparently died from a combination of malnutrition and cold and that there was no fuel in her home.

Fire claimed the lives of William Lastka and his eight-year-old daughter at Seven Sisters, Man. Lastka, operator of a store and auctioneer, came home from a trip into the bush early yesterday to find his home alone the store in fire. He was unable to find his home alone the store in fire. He was unable to find his home alone the store in fire.

WINDS EASE UP
Strong winds that three eastern Canada into a two-day turmoil had eased today but weathermen still felt the effects of bitterly cold weather that kept thermometer at the zero mark over.

Domestic gas supplies were cut off in three Vancouver Island centres for 24 hours after consumption hit a record peak during the cold weather.

The B.C. electric company announced last night that domestic supplies to Oak Bay, Saanich and Esquimalt had been stopped because only limited supplies remained on hand.

ISLAND HIT HARD
Vancouver Island and parts of the lower B.C. mainland bore the brunt of the cold spell which was expected to continue for several more days.

All main roads in the province were open, although they still were partially blocked in the Chilliwack area remained blocked by heavy drifts although the Trans-Canada Highway was open on both sides of the town.

Returned to Royal Canadian Engineers' camp five miles from Chilliwack, where some 500 soldiers were marooned Saturday by 46-foot drifts.

More than 6,000 pounds of food was parachuted to the camp Saturday after army officers reported they had only 34 hours food supply on hand and were forced to ration what they had.

In the U.S. temperatures were below normal all the way from the Great Lakes to the Pacific coast.

QUICKIES —By Ken Reynolds



"... EITHER I'm a mermaid—or those goldfish I got with a Bulletin Want Ad are awfully fast!"

Union's strategy to enforce Lewis' demand for a 15-cent-a-day boost in the present 30-cent daily for the UMW welfare fund.

However, UMW officials insisted the strike were unauthorized. John P. Bussarelli, president of UMW District Five at Pittsburgh, said the majority of his 33,000 miners were working. Operations appeared to be normal in Virginia, Ohio, Indiana and Illinois.

SAVE VALUABLE TIME

TO THE EAST

SASKATOON	1 hr. 35 mins.
WINNIPEG	4 hrs.
TORONTO	8 hrs. 20 mins.
MONTREAL	11 hrs. 20 mins.
NEW YORK	12 hrs. 10 mins.

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GEORGE HOWE

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CALL IT TREASON

by GEORGE HOWE

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Read It Beginning Thursday, January 19th

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Employment Plan Drawn For World

Suggests Each Nation Adopt and Report Full Employment Goal

By John Roderick

LONDON, Jan. 16.—(AP)—A group of five independent experts last night urged the United Nations to adopt a three-to-four-year plan to balance world trade and to establish machinery automatically to combat unemployment.

Declining employment during a three-month period would bring counter-measures into operation.

The experts—two American, one British, a Frenchman and an Australian—proposed a conference of governments of interested countries to work out a joint program. In addition, various UN bodies would discuss the experts' recommendations.

WORLD GOALS

The experts outlined eight broad approaches the governments could adopt, both domestically and internationally, to achieve these goals.

1. Create a stable flow of international investment to the world's underdeveloped areas. This would, apparently, be in line with President Truman's program aimed at the same objective. The group suggested these investments be channeled largely through the international bank for reconstruction and development.
2. Adopt a scheme to be operated through the international monetary fund to prevent the international spread of deflationary pressures.

NATIONAL GOALS

1. Adopt and announce full employment goals.
2. Adopt a comprehensive fiscal and production program for cases in a row.
3. Let the public in on price stabilizing and inflation-combating policies.
4. Bring legislative and administrative procedures in line to carry out the employment plan.
5. The group reported will be considered by the UN economic and employment commission later this month.

Jet Advance Is Studied

WASHINGTON, Jan. 16.—(AP)—Jet transport planes are getting a lot more attention than appears on the surface, both from the government and aircraft and engine builders.

The Canadian government may soon ask the civil aeronautics administration to give an airworthiness certificate to the avro C-119 jetliner, first jet transport in America to fly and the second by a few days—in the world. The British Comet was first.

The CAA believes jet transport development will take three broad steps: (1) conversion of existing plane types to turbine-propeller power, a step under way in Britain and being considered in the U.S. (2) conversion of jet bomber designs to transport use. (3) design of jet transports from the ground up.

Today, naturally enough, Phillips still thinks he was right and Stalin wrong. It is Phillips' confident prediction that Labor will make it two straight in the Feb. 23 ballot.

Last time he came within 10 seats of predicting the result correctly.

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SHE LOOKS like a million, but right now she's worth about two million. Mami model, Chris London, wearing jewels from collection of Princess Ekstavi Tchicherev, thrilled citizens and vacationers in Miami where she modeled famous collection for the present owner, Joseph Ritcher. It is reported negotiations are being made by Rita Hayworth's fabulous father-in-law, the Aga Khan, to purchase 23 carat emerald cut diamond on model's left hand.

Very Wealthy Negro 'god' Admits to Owning Nothing

By Lee Linder

PHILADELPHIA, Jan. 16.—(AP)—Father Divine owns nothing—yet he controls the owners of property worth \$5,000,000 and more.

What's the answer? Divine, himself, declares: "I'm God."

His thousands of followers believe it and preach it. They say Father Divine brings peace, happiness, success.

He rides in luxurious automobiles, specially-built. He wears expensive clothes, diamonds. He lives in big houses.

But he owns nothing. Where does the money come from? Join the flock, one of his secretaries says, and you'll find out. He comes as an "angel" in his peace mission and sell you'll learn.

How the followers can buy hotels and buildings worth as much as \$1,000,000.

Outside the divine "heaven" no body knows details of the financial operations. Divine controls more than 300 places of business in 20 states and foreign lands, including Canada, Australia, Switzerland, and Britain.

The Divine system in effect is a share-the-work, share-the-profit set-up. It works like this:

Take a dozen or a hundred people, name one "God." They pool their wages. The men contribute their wages. The women do the housework. "God" provides room, board and clothing at wholesale prices.

In a short time there's enough money to buy a building.

Divine's income is the income of his followers. Each "angel" puts in his assets and his labor. The "angel" gets his essentials of life and spiritual satisfaction.

Peace mission cultists don't drink, don't smoke, don't use make-up, don't go to movies, don't partake of any luxury. Sex is taboo, even between husband and wife.

Their pleasures: singing and praying for Father Divine. Twice monthly, he's about 12.

In July 1942, Divine and his chief "angels" shifted headquarters to Philadelphia.

Here he maintains a sumptuous suite for himself and "Mother Divine," the 35-year-old Canadian white girl from Vancouver he married in 1942. Blonde and beautiful, she is—according to the marriage license—Edna Rose Hutchinson.

Known by her heavenly name of Sweet Angel, she towers six inches above her five-foot husband.

Hobo Author Is Dead At 38

LONDON, Jan. 16.—(Reuters)—John Worley, 38, one-time hobo in Britain and Canada, self-confessed "apoc" (black market dealer and racketeer) and author of two widely read books, died here recently.

Just before he published "Spiv's Progress" in 1939, Worley was badly beaten up in the hobo London quarters. It was believed the assault was by a gang which objected to his revealing the "Other Half" written in 1937 and based on Worley's own experiences at a hobo, was subjected to severe criticism for its "unhealthy goodness."

I Was Nearly Crazy With Fray Itch

Small advertisement for Dr. Ballard's Health Food for Dogs.

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Small advertisement for Dr. Ballard's Health Food for Dogs.

Experts Push Gas Squeeze For Mileage

By David J. Wilkie

DETROIT, Jan. 16.—(AP)—Automobile and petroleum engineers are trying harder than ever to squeeze more miles out of automotive fuel.

This was emphasized in the society of automotive engineers meetings here last week and also in informal discussions between meetings. The task of course, requires the close cooperation of both automobile and oil industry experts.

MUCH TO LEARN

The experts in engine and fuel research agree it still is much to learn about the possibilities of gallon of gasoline. The car engineers' auto engine efficiency, measured in fuel economy, has been increased by 30 per cent during the last 20 years.

They also say that when higher-quality fuel becomes available the engine's compression ratio can be increased to the point where another 30 per cent gain in fuel mileage may be expected.

The petroleum experts have shown in actual tests that anything that eases the load on the engine automatically increases gasoline mileage. One petroleum engineer reported that as much as 150 miles had been squeezed out of a gallon of fuel. However, it was done under conditions impracticable for everyday motoring.

The conditions included a driving-and-coasting method of operating the vehicle and tires were inflated to 110 pounds pressure.

But significant in his report was the assertion that by stepping up engine compression ratio to about 10:1, five miles more a gallon was attained. The average present compression ratio are 6½ and 7½.

One leading researcher told the engineers: "We are still a long way from having attained a complete understanding of what happens when fuel burns in gasoline engines."

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VERNON BARFORD ... Everybody's Friend

More Children By Intelligent Groups Urged

TORONTO, Jan. 16.—(CP)—Dr.

Ronald Asymmer, Father of Canadian University, British authority on genetics, today said he favors selective marriages. He urged intelligent parents to raise large families.

Selective marriages, in which each partner chooses the other on grounds of both intelligence and physical attractiveness, are bound by all the laws of heredity and averages to produce the most desirable children.

He considered it "alarming" that in British census surveys, he showed that members of small families have a higher intelligence than larger ones.

He also said that when higher-quality fuel becomes available the engine's compression ratio can be increased to the point where another 30 per cent gain in fuel mileage may be expected.

The petroleum experts have shown in actual tests that anything that eases the load on the engine automatically increases gasoline mileage. One petroleum engineer reported that as much as 150 miles had been squeezed out of a gallon of fuel. However, it was done under conditions impracticable for everyday motoring.

The conditions included a driving-and-coasting method of operating the vehicle and tires were inflated to 110 pounds pressure.

But significant in his report was the assertion that by stepping up engine compression ratio to about 10:1, five miles more a gallon was attained. The average present compression ratio are 6½ and 7½.

One leading researcher told the engineers: "We are still a long way from having attained a complete understanding of what happens when fuel burns in gasoline engines."

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Vernon Barford Ends 50 Years of Service

Take any bright summer's day along Jasper avenue. You're likely as not to see a sprightly man in a blue blazer and white flannel trousers, with a walking stick over his arm, marching down the avenue, bowing and nodding to about half the people he meets.

Once, long ago, he used to be a footman in Saskatchewan. But thousands of people over the past 50 years have gotten to know him a lot better as organist and choirmaster of All Saints Cathedral.

He's Vernon Barford, 73 years young, who marked half a century on the job at the Anglican cathedral yesterday.

A CANADIAN RECORD

Setting something of a Canadian record for length of service, Mr. Barford started work as organist and choirmaster for All Saints on Jan. 15, 1900, when Edmonton was just a fourteenth-century present size, and he was a year in his early twenties.

Born on Sept. 18, 1876, at Wellington College, England, where his father was college physician, Vernon Barford was in charge of his first choir and organ by the time he was 18 years old. In 1894, at the famed university town of Oxford, England.

But "there was nothing particularly to do in England," so he decided to come to Canada and become a farmer.

And farm he did, too, for about a year. "I did everything," he reminisced in an interview. "I've always been very proud of that year."

In the fall of 1906, though, he was urged to put his hand to the piano.

But "there was nothing particularly to do in England," so he decided to come to Canada and become a farmer.

And farm he did, too, for about a year. "I did everything," he reminisced in an interview. "I've always been very proud of that year."

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Mail Orders Forwarded Charges Prepaid

Johnstone Walker's Daily Store News

EDMONTON'S OWN STORE

Store Hours 9:30 a.m. to 5:30 p.m.

Phone 25161—Ask for Dept.

300 "Galt" Terry Bath Towels

Specialty Priced

Thick, firmly woven Terry bath towels that will give you long service. Choice of plain blue, aqua or rose—or stripe patterns in red, blue or black and white. Size 20x40 and 22x42. January Sale, each 98c

Wabasso Bleached Cotton Sheeting

An excellent quality with smooth finish, in four different widths. Fully bleached.

63-inch	1.00	81-inch	1.50
per yard		per yard	
72-inch	1.25	90-inch	1.75
per yard		per yard	

January Clearance Sale 25 Only Cleverly Designed Genuine Leather Handbags Regularly 9.95 to 23.00 On Sale Tuesday One-Third Off!

LATTAS RINK HELPS TRIM SCOTS CURLERS

PERTH, Scotland, Jan. 16.—(CP)—Visiting Canadian curlers Saturday scored victories at Perth and Dundee.

The Canadian B team beat West Perth by 16 shots in morning play and six aixo in the afternoon session. At Dundee, the Canadian A team won by 22 shots.

In the morning games at Perth, rinks from New Brunswick, skippered by Walter Limerick of Fredericton, from Alberta, skippered by Alex J. Latta of Edmonton, and from Ontario, skippered by Percy H. Skith of Lindsay, all won their games. The total score was Canada 77, West Perth 61.

At Dundee the Canadian A team beat the locals 102 to 80.

Prock Postponement Makes History Here

SCORES TWICE

David Sparks Merc Victory Over Paisley

PAISLEY, Scotland, Jan. 16.—Edmonton Stampeders wrested an 8-5 victory from Paisley Pirates Saturday night to wind up their tour of Scotland without a loss.

Mercury's previous victories were Falkirk Lions, Ayr Raiders, and Dundee Tigers. Tonight the Edmonton squad, Canada's entry in the World Cup championships, opened their English exhibition tour at Nottingham.

Right wing Bob David led the Mercury's attack against the Paisley outfit with a brace of goals. Other scorers were netted by Harry Allen, Doug Macaulay, Bob Watt, Hattie Young, Marsh Drilling and Don Gaur.

The strength of the Paisley attack apparently surprised the Mercurys, who found the Scottish team had four former Edmonton players who had played for the club in the past.

The victors drew first blood but the locals came back to net the score at the end of the first period. Paisley went ahead 2-1 for a short while in the second but then the roof fell in on the Pirates. A powerful, Mercury offensive netted five successive goals. Twice the Canadians scored a pair of goals in 30 seconds.

Later in the game the Pirates rallied manfully but were unable to overcome the tourists' lead.

History with reverse English was made Saturday when the Western Canada Hockey league is concerned, when Calgary Stampeders, scheduled to play with Flyers at the Gardens, failed to reach the city, resulting in the game being postponed.

At a matter of fact, despite reports to the contrary, the Stampeders' plane didn't even leave Calgary, decision not to take off being arrived at when weather reports on the fog-bound Edmonton area indicated that the air-minded Stampeders would not be able to land.

And obviously someone blundered, considering that the Cowboys could have left Calgary by bus as late as 2:00 p.m. and still kept their Gardens date.

TCA gives assurance According to D. P. McDonald, league president, the Stampeders' management was assured as late as 12:00 noon that the team to Edmonton could be made, with the takeoff set for 8 o'clock.

This was how the matter stood, until it came time to leave. Stampeders to leave, when they were told by some TCA officials that it would be impossible to take down at Edmonton.

News spread quickly hereabout from 6:30 on that the game was off. Immediately several thousand Flyer followers did a quickswitch in plans for a Saturday night game.

Surprisingly enough very few fans turned up at the Gardens for the cancelled game, despite the late cancellation.

Of the Flyer cast only utility-man John Adams and a few others showed up. The crowd forward reported at the dressing room, as usual.

One interesting angle to the postponement was that Frank Currie, Flyer coach, was not contacted at anytime by the Calgary club.

"First I knew of it was when the TCA agent phoned me about 6:30 to ask if I knew anything about whether or not the Calgary club was going to be able to make it by air," Currie said yesterday.

The Flyer coach immediately got in touch with league president McDonald, who was likewise in the dark about the thing.

Within a few minutes Mr. McDonald called back to announce that the game was off.

When I got busy with the radio stations," Currie added.

The Flyer coach, while inclined to laugh at the picture, did not seem of the opinion that if the Stampeders are going to come to town, they will be in a position to keep a close check on weather conditions over the prairies.

Just last week the Stampeders circled the Saskatoon airport for the longest time before it was in fact a game. The team was suit the game with Quakers was late in starting.

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Flyers Depart Day Early On Saskatchewan Jaunt

Edmonton Flyers made sure they wouldn't foul up the Western Canada Hockey league schedule last night by leaving a day early for a swing into Saskatchewan.

Normally, the Flyers depart for Regina and Saskatoon on Monday nights. But just to be on the safe side should bad weather conditions continue to hobble traffic, the Edmontonians decided to get a 24-hour jump on old Jack Frost.

Primary topic of conversation amongst the players prior to train-time last night was the fact that Saturday holiday they received Saturday when Calgary Stampeders failed to show.

Most of the players, being married, spent Saturday night at home. Here is a sample of what some of them did:

Nookie goalkeeper Ray Frederick, one of four Flyers enjoying the other unmarried hockey players are Colin Kilburn, Doug Anderson and Eddie Cutler. "Just klutzed," whatever that may be someone else.

Business bachelors Doug Lane and Bill Pettigrew sent their baby sisters home and performed the chore themselves.

Anderson and Kilburn, skating on-ice in the WHCII point game, took in a show with their girlfriends.

"What else was there to do?" queried Mr. Kilburn. (Hardly have you tried Canada?)

Trainer Doug Hardy, speaking on behalf of Flyer member Frank Currie, said: "The coach spent Saturday evening talking to radio fans who come 60 miles to see the game."

And as for stick-boy Billy Murray, well—he didn't have a girl friend when you were young and here is a sample of what some of them did:

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The WIFU decided to recommend to the Canadian Rugby Union, at its annual meeting in Winnipeg next month, that the limit of five American imports stand for the 1950 season.

Walter Sprague, president of Edmonton Eskimos, voiced strenuous objection to any increase in the import limit.

The meeting approved a motion by president Tom Brock of Calgary Stampeders calling for the limiting of imports to five, and defeated an amendment sponsored by president Ralph Munier and past president Ed Armstrong of Winnipeg Blue Bombers, which would have recommended raising the limit to seven.

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CALGARY MAN ELECTED WIFU PRESIDENT

REGINA, Jan. 16.—(CP)—Jack O'Grady of Calgary was elected president of the Western Interprovincial Football Union at its annual meeting in Regina.

O'Grady, 35, succeeded Art Chipman of Winnipeg.

O'Grady was elected at the closing session of the Union's two-day annual meeting here.

F. J. Hannibal, Winnipeg, and Justice H. J. Macdonald, Edmonton, honorary vice-presidents.

Regina and J. E. McCusker, Regina, and J. B. Cross, Calgary, honorary vice-presidents.

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Nipawin Autos To Watson Rink

NIPAWIN, Sask., Jan. 16.—(CP)—Grant Watson of Winnipeg Saturday won the cars in Nipawin's fourth annual automobile bonspiel, defeating Jimmy Welch of Winnipeg 8-6.

The win gave Watson the best-of-three series, two games to one. The series was tied 1-1 after night 9-8 and Watson came back with a 9-4 triumph Saturday afternoon.

Watson, 35, defeated Jimmy Welch, 34, which produced brilliant curling through the three corners.

For three members of the Watson rink in four years of automobile curling, Nipawin third man Watson, skip Jim Guy and second Tom Watson, who has won the title here in 1948. At the title game Watson of Fish Farm, Man.

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AT GRID MEETING

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FAN FARE

I'VE BEEN GOING ON THE BENCH AFTER GAME AND I'VE BEEN THINKING

COAT

ON OUR EASY PAYMENT PLAN! Dittich MEN'S SHOP

COAT

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Inside Hollywood

By Bob Thomas

HOLLYWOOD—(AP)—Fred Allen, a man with high blood pressure and a low regard for Hollywood, arrived here in a rainstorm. His comment:

"I thought God was weeping over the state of the movie business."

Allen is here briefly to guest on some radio shows. There is no chance that he will settle in Hollywood, however.

"This is no place for an actor to live," he said. "They come and go too fast. The first time I was out here, Laura La Plante was the rage. The next time it was Harry Langdon, and so on."

"Everybody lives in somebody else's house. James Mason is living in the house that once belonged to Buster Keaton."

RADIO DEAD
"The comedian is off the air this season on doctor's orders. He feels that radio is dead, anyway."

"It was doomed from the start," he said. "The networks cared only about selling their time, the advertising agencies about getting their 15-per-cent commission and the sponsors about selling their product. Nobody cared about entertainment."

New Yorkers talk only about TV.

COME IN THE AFTERNOON

EMPRESS

Now Thru Wednesday

2 BIG FEATURES

STARS

ADULT

MILTON BERLE

AND

VIRGINIA MAYO

IN

"ALWAYS LEAVE THEM LAUGHING"

2nd Feature

"STRANGE BARGAIN"

PAUL HENREID AND LINDA DARNELL

CELESTE HOLM, CHARLES CORRIE

Everybody DOES IT

FAMILY

NOW THRU THURSDAY

RIALTO

Dumas' Greatest Love Story!

Verdi's Most Glorious Music!

The Last One

(LA TRAVIATA)

VARSCONA

HELD OVER THRU TUESDAY

For the first time... in English!

(FAMILY)

ROXY

Loaded with Happiness

in Technicolor

"CONNECTICUT YANKEE"

2 TOP HITS

AVENUE

James Stewart

"The Stratton Story"

Johnny Westmoreland

"Jungle Jim"

RUSTIC INN

DINE AND DANCE

2 Miles South on 156th Street, and 1 Mile West

Regular Dancing Every Saturday, 8 to 12

Sleigh Rides and Private Parties

Every Evening except Saturdays

For Bookings and Reservations, Phone 74823

CURTAIN TIME

CAPITOL—(AP)—"FINKY", 12-45, 2:35, 5:05, 7:30, 9:30.

RIALTO—(AP)—"EVERYBODY DOES IT", 12-47, 2:39, 5:11, 7:35, 9:35.

EMPRESS—(AP)—"ALWAYS LEAVE THEM LAUGHING", 12-14, 2:38, 4:46, 9:35.

"STRANGE BARGAIN", 2:35, 5:42.

STRAND—(AP)—"BRIDE OF VENGEANCE", plus "LIFE BEGINS AT EIGHT-THIRTY".

television now, he told me.

"Everything in Hopalong Cassidy," he said. "Kids run around in cowboy suits. Even women in the drug store ride the stools side-saddle."

Allen himself will plunge into TV next fall. NBC has given him five rein for whatever he wants in the new medium. But don't get the idea that he predicts a rose future for TV.

INDIGENT MORONS

"People sit in one room all evening and peer at a little screen," he commented. "It won't be long before the art of conversation is dead."

The trouble with TV entertainment, he added, is that "programs are designed in terms of vaudeville, not video. People like Milton Berle play to a bunch of indigent morons who attend free television shows, not to learn the home."

Allen's pessimism extends beyond TV.

"I predict," he said with a long sigh, "that the morons of this country will eventually take over intelligent people and establish some kind of cretin civilization at their pie in the sky."

The Pick of the Week!

"WOLFE"

Tonight and Tuesday

"TO THE ENDS OF THE EARTH"

with Dick Powell - Rose Hagen

(Adult)

NEWCASTLE AND QUAY

Show Times 7:00 and 9:30 p.m.



HANDS THAT stretch across border have been cold but handclasp has been warm as Canadian and American army heads plan for Exercise Sweetbrier. Discussing trials at Wainwright are Lt. Col. John Hay,

mountain warfare expert; Lt. Col. R. A. Keane, Canadian army paratrooper; Lt. Col. W. J. Sherwood, who finds it colder than Louisiana and Col. Frank S. Bowen, Jr., Camp Carson, Colorado.

Canadian Doctor in U.K. Uses Hypnosis For Cure

LONDON, Jan. 16.—(CP)—A man who suffered eight years from psoriasis, a malignant skin disease, says he was cured under hypnosis by Dr. A. P. Magnot, Canadian doctor, formerly of Glace Bay, N.S., now practicing in London's Harley Street.

"Skin specialists and hospitals, in and out of the army, had given me up as an almost hopeless case," London-born Simon Zideman said.

"My body was covered with sores and I felt I could not go on living under such conditions. Last July I went to see Doctor Magnot and today I am completely cured."

Zideman, who says he contracted psoriasis while serving with the Royal Artillery in 1941, shows no trace of the complaint. His complexion is pale but unblemished.

Dr. Magnot said he has cured many people of skin complaints and other physical disorders under hypnosis.

"Such disorders are caused by

Mushrooms Not Real

SANTA CRUZ, Cal.—(UP)—The threesome told officials they had been in the habit of picking "mushrooms" for more than 20 years. Six days later one was dead, the other two finally released from a local hospital.

Bay's Caress Print Dresses In Spring-Bright Cotton 4.98



Gay new print dresses in your favorite patterns and colors—red, blue, grey, wine and green. Sizes 12 to 20 and 40 to 44.

STYLES—
A. (as sketched). Cap sleeves, plunging neckline, inset waist, self belt.
B. (as sketched). Short sleeves, tailored neck, button down front.
C. (not sketched). Cap sleeves, round neck, patch pockets, button to waist.
D. (not sketched). Short sleeves, V neck, leather belt, inverted pleat front, white piping trim.
E. (not sketched). Cap sleeves, tailored collars, double button bodice front, patch pockets.

House Dresses, The Bay Second Floor



Latest Spring Styles In New Woodwind Suits 22.50

Suits with neatly tailored jackets with four button fastening. Tailored lapels in plain and novelty cut. Slash and novelty pockets. Pencil slim skirts and inverted side pleats—some with button trim. Jackets fully lined. Colors are navy, grey, blue, red, aqua and black. Sizes 12 to 20.

Women's Suits, The Bay Second Floor



Use the Bay's spacious parking lot for your shopping convenience

Hudson's Bay Company

INCORPORATED 2ND MAY 1670.

On Jasper Ave. at 103rd Street. Dial 63-4 For All Dept. Store Hours 9:30 to 5:30—Wednesdays, 9:30 to 12:30

STRAAND TODAY

TURBULENT WITH ADVENTURE (FLAMING WITH ROMANCE)

The Story of The World's Most Notorious Bride...

who learn to love, bond, and murder the man she married.

Bride of Vengeance

A Paramount Picture starring

GODDARD • LUND • CAREY

A MITCHELL LEISEN PRODUCTION

ADDED FEATURE—Monty Woolley - Ida Lupino in "LIFE BEGINS AT EIGHT-THIRTY"

GARNEAU

TONIGHT AND TUES. MAUREEN O'HARA and DANA ANDREWS

IN THE BRITISH DRAMA

"FORBIDDEN STREET"

ADDED FEATURES (Adult)

Dreamland

1:2 p.m. 25c tax incl.

Today - Tues - Wed

ALL-ADULT PROGRAM

HENRY FONDA - C. COLBERT in

"Drums Along The Mohawk"

Added: "AN IDEAL HUSBAND"

PRINCESS

The Best in Entertainment

in Technicolor

Tonight Thru Wednesday

Adult Entertainment

"LIFE WITH FATHER"

With W. POWELL - B. HUNNE

Plus: "BUNGALOW THIRTEEN"

With TOM CONWAY

GEM THEATRE

LAST TIMES TONIGHT

"SON OF RUSTY" Plus "BLACK EAGLE"

Tonight, Wednesday and Thursday

CHARLES STARRETT in THE DEWING KID in

"KRAH TO LARNEY"

Also ALLAN LADD and BERTHOBY LAMBER in

"WILD HAVEN" (Adult)

MEDICAL SHORT

EDMONTON, ALBERTA, MONDAY, JANUARY 16, 1950



COLD-SHOULDER bolero is fashion highlight of this spring advance styling. Slim frock of dotted silk features tiny scarf-like bolero which can be removed to reveal bare-shouldered dress.



SWEET SONG of springtime is sung when fashion-minded women turn to newswoman fashions. Philip Mangano's three-piece ensemble with tuxedo-fronted hip-length topper gives splashes of color. Lapels are lined with bold-colored, Roman-striped taffeta.



DEEP DECOLLETAGE gives springtime lightness and grace to Cecil Chubb's man's grey embroidered party frock. Spring of '50 fashions trace feminine pattern of fabric and form.

Women Today

EDMONTON BULLETIN, Monday, January 16, 1950 11

Robert Burns Memorial Dinner Planned by 'Scona Ladies' Aid

Traditional Scottish Haggie will top the bill of fare when the annual Burns dinner and concert is held Jan. 27.

Strathcona Presbyterian Church Ladies' Aid are sponsoring the affair which will be held in the new church hall.

Busy with arrangements are Mrs. John Cooper, Mrs. Leonard Beatty and Mrs. A. Wetherston. Conveners are Mrs. W. G. Banham, Mrs. A. Jackson and Mrs. D. Adamson. Alec Paton will give an address in memory of the time-honored poet Robert Burns. A Scottish concert will follow with Piper Jessie Daiguid and Piper Harvey Gerrard "piping in the Haggie."

TAKING UP residence here in the near future are Mr. and Mrs. E. Pieman, formerly of Calgary. They are in Edmonton now and are guests at the Macdonald hotel for a short while.

VISITORS in the city include Mr. and Mrs. W. Swannell, Vancouver, Mr. and Mrs. M. J. Hurry, St. Paul, and Miss N. McCullough, Calgary. They are guests at the Macdonald hotel.

PASSENGERS sailing on the Canadian National Steamships "Lady Nelson" from Halifax to Bermuda and the British West Indies included Hon. J. A. MacKinnon, of Edmonton, former minister of trade and commerce.

WEEK-END saw the return to Edmonton of Mr. and Mrs. Richard Cardy, who have spent the past months in Haiti.

CAMPUS visitor over the week-end was Miss Elaine Brown, of Calgary. She was a guest at the Pi Beta Phi fraternity house.

SENIOR women's basketball team of the University of Alberta, the Pandas, returned last night in the morning after leaving exhibition games over the weekend in 1949. Team members include Mrs. T. Tanner, Ross, Nether, Kay, McPhail, Mrs. Henderson, Lister, Gude, John, McPhail, Mary, Ayles, Nether, Nether, Frances, Foster and Mary, Miller.

Spanish War Vets Hold Annual Party

Annual banquet of the United Spanish War Veterans was held recently at the Corona hotel when retiring commander, J. S. Granigan, presided.

L. R. Thompson installed new officers and W. C. Hunter was master of ceremonies.

Special evening and sing song followed the dinner. Musical numbers were presented by Mrs. Harold Jones, Mrs. J. Edkins and Mrs. E. Taylor.

Dr. Shragg's Talk Blocked by Weather

Address to be given by Dr. A. Dr. Shragg, lecturer of the New Centre Community Unit has been cancelled due to the cold weather.

WILSON "Mistaken" Association, which is now in the process of being formed, will be organized during the coming week. It is expected that the organization will be organized during the coming week.



LIVING NOW in Prince Rupert, Mr. and Mrs. Arthur L. Wudel were married recently at Trinity Lutheran Church. Bride is former Maxine Ardis Hanson, daughter of Mr. and Mrs. John Hanson of Edmonton. Groom is son of Mr. and Mrs. Louis Wudel of Stony Plain.

Work Board Re-Elects Mrs. Scott

Mrs. A. H. Scott was re-elected to the position of president of the Work Board.

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Friends Entertain Prominent Singer Following Concert

Friendless singer Kenneth Screener, and his accompanist, Jonathan Price, will be entertained tonight following their concert by an old friend of Mr. Screener's, Mrs. C. C. Hanson, and her son, Mr. Patterson.

Among the guests at the reception will be Mrs. Ernest Medler, Mrs. L. P. Jaws, Women's Musical Club president, Mr. Dawson, Mr. and Mrs. Richard Macdonald, Dr. and Mrs. Ross Collins, Dr. and Mrs. G. M. Blacklock, G. M. (Pat) Blacklock, Miss Norma Garshaw, Mr. and Mrs. P. D. H. McClellan.

Conservative Women's Club To Meet Thurs.

Mrs. Lambert Walker will be guest speaker when Progressive Conservative Women's Association holds an annual meeting Thursday. Members will gather at the Masonic Temple library at 8 p.m.

Knox Choir Elects Officers

Walter Glausner was named president of Knox United Church choir at a recent meeting. Other officers include: David O. Bickert, vice-president; Jean Hughes, secretary; Donna McIntyre, treasurer; Mrs. Hilmar Johnson, social convener; Mrs. Gale McArthur, Mrs. Thomas Hart, members' convener.

Calendar

Queen of Alberta Lodge No. 1049, Room 200, 1000-10th Street, Calgary, will be in charge of women's choir. Mrs. H. Bickert, vice-president; Jean Hughes, secretary; Donna McIntyre, treasurer; Mrs. Hilmar Johnson, social convener; Mrs. Gale McArthur, Mrs. Thomas Hart, members' convener.

Dance Dresses Top Favorites

NEW YORK (AP)—When young Mrs. M. F. H. Browne was elected president of the Royal Trinity W.A. at a recent meeting. She succeeds Mrs. H. Haymet.

Other officers were: Mrs. H. Mallow, first vice-president; Mrs. P. D. Fowler, second vice-president; Mrs. W. J. Holloway, recording secretary; Mrs. L. M. Roberts, treasurer; Mrs. H. Crook, corresponding secretary; Mrs. G. J. Johnson, Dirce; Mrs. W. H. Hammet, education; Mrs. T. Walton, liaison officer; Mrs. S. Jamieson and Mrs. G. D. Hare, social and visiting committee.

Balances of the state will be filled at the next regular meeting. Reports of last year's activities indicated that the organization will commence the new year with an increased membership and good financial standing.

HEINZ Ketchup is beyond compare. That's the verdict everywhere.



Penal System Reform Discussed by Club

University Women's Club Hears Walter W. Blackburn at Meet

Despite recent improvements in the Canadian penal system, there is still much to be done, in the opinion of Walter W. Blackburn, Alberta secretary of the John Howard Society.

YWCA Annual Meet Scheduled By Board For Jan. 23

Invitations have been issued for the annual meeting of the YWCA, Board of Directors annual dinner meeting.

President Mrs. H. H. Wishart will preside at the meeting to be held at the Y Jan. 23 at 6:30 p.m.

Rev. E. J. Bailey will be guest speaker. His subject will be "Service as a Life Satisfaction".

Annual reports will be given. Youth reports will start at 7:30 p.m.

Holy Trinity Names Leader Of Church WA

Mrs. M. F. H. Browne was elected president of the Holy Trinity W.A. at a recent meeting. She succeeds Mrs. H. Haymet.

Other officers were: Mrs. H. Mallow, first vice-president; Mrs. P. D. Fowler, second vice-president; Mrs. W. J. Holloway, recording secretary; Mrs. L. M. Roberts, treasurer; Mrs. H. Crook, corresponding secretary; Mrs. G. J. Johnson, Dirce; Mrs. W. H. Hammet, education; Mrs. T. Walton, liaison officer; Mrs. S. Jamieson and Mrs. G. D. Hare, social and visiting committee.

Balances of the state will be filled at the next regular meeting. Reports of last year's activities indicated that the organization will commence the new year with an increased membership and good financial standing.

For spring festivities Miss Chapman shows short dance dresses in crisp organza and organza, white or flower lined, delicately embroidered, with practically nothing above the waist and yards and yards of frills below.

In addition to the full-skirted tiered, Miss Chapman shows a strapless sheath with matching bolero, for cocktail or less formal wear—this in each fabric at multi-berry shantung or black taffeta. She shows also a few floor-length evening gowns, mostly one with a black sweater top, a red leather belt and a diaphanous billowing skirt of layers and layers of sheer white organza.

Central WCTU To Hear Speaker

Rev. J. T. Stirling will be the guest speaker at a meeting of Central WCTU tomorrow at a church in the Bow Memorial United Church.

Russell Chair will present musical selections and slides will be shown by Miss Emily Newbery.

Nominations To Be Presented At Council Meet

Chairman Miss Laet will conduct business when the YWCA Members' Council meets at the Y Wednesday at 7 p.m.

An open session will begin at 7:30 p.m.

Nomination of officers for the board of directors annual meeting Jan. 23 will be presented and discussed. Mrs. Dixon Craig will introduce nominees at this meeting.

Conveners of 11 committees will present year's activity reports.

Youth Group Hold Election Of Officers

Walter Hutton is new president of the Ukrainian National Youth Federation of Edmonton.

He was elected to succeed Mrs. Hutton, the former Polish Marching Club, who has been president for the past six months.

Other officers include: S. Huzar, vice-president; H. Kalamaz, treasurer; M. Lysak, secretary; Miss A. Dake and Miss L. Mahon, executive members.

Controlling committee includes P. Hutton, Mrs. E. Tanyuk and Miss G. Kivshuk.

JANUARY CLEARANCE OF LADIES' BLOUSES

Short and long sleeve blouses. C're p's, jeans, "C're p's" silk, fuzzy and tailored styles. (all they go) Buy at least two or more Good assortment of colors and sizes. Here, values \$2.95 to \$3.95.

SPECIAL \$2.22

Our January Clearance Sale Continues with Better Values Daily.

LEED'S LADIES' WEAR 1031 Jasper Avenue

TAKE YOUR CHOICE VACUUM CLEANERS FROM THE STORES THAT SPECIALIZE AND SELL NO OTHER PRODUCTS

FULL CASH PRICE The New CLASSIC COMPLETE WITH 7 ATTACHMENTS



\$24.50 One Year Guarantee

FOR A FREE HOME DEMONSTRATION OF EITHER MACHINE **PHONE 42583** Evenings Phone 71873

OR WRITE TO THE ADDRESS BELOW

ELECTROLUX Beautifully Rebuilt COMPLETE WITH ATTACHMENTS

\$19.95 None Sold to Trade Model 11

Sold on Home Demonstration Only

Circle 220 motor of Electrolux

STATE VACUUM STORES LIMITED 10125 99 Street

LIBERAL TRADE IN ALLOWANCE • STORES IN PRINCIPAL CANADIAN CITIES • U.S.A. and ENGLAND



HOME WEDDING took place recently when Doris Schenkel, daughter of E. Schenkel of Dapp, became bride of Edward Floyd Kaye, son of C. Kaye of Beaverlodge. Wedding took place at home of bride's sister, Mrs. Danny O'Driscoll. —Photo by Tyrrell Studios.



MINDURN WILL be the new home of Mr. and Mrs. Roy Peterson who were married recently in a late afternoon ceremony. Bride is former Shirley Miller, daughter of Mr. and Mrs. E. R. Miller, Kitscoty.

Metropolitan Church WA Names Mrs. Asbridge Pres.

Mrs. J. Asbridge was installed as president of Metropolitan Church of Women at a recent meeting in the new hall at 1001-10th St. N. W.

BRIDGE

Too Often Beginners Bid In No Trump

By William E. McKenney

Today's hand was taken from an interesting article by I. T. Smith in the December issue of The Bridge World. The deal was as follows:

Mr. Smith is a well-known bridge expert and his analysis of the hand is as follows:

South: ♠ 10 7 5 3 2, ♥ A K Q J 10 9 8 7 6 5 4 3 2, ♦ A K Q J 10 9 8 7 6 5 4 3 2, ♣ A K Q J 10 9 8 7 6 5 4 3 2.

North: ♠ A K Q J 10 9 8 7 6 5 4 3 2, ♥ A K Q J 10 9 8 7 6 5 4 3 2, ♦ A K Q J 10 9 8 7 6 5 4 3 2, ♣ A K Q J 10 9 8 7 6 5 4 3 2.

East: ♠ A K Q J 10 9 8 7 6 5 4 3 2, ♥ A K Q J 10 9 8 7 6 5 4 3 2, ♦ A K Q J 10 9 8 7 6 5 4 3 2, ♣ A K Q J 10 9 8 7 6 5 4 3 2.

West: ♠ A K Q J 10 9 8 7 6 5 4 3 2, ♥ A K Q J 10 9 8 7 6 5 4 3 2, ♦ A K Q J 10 9 8 7 6 5 4 3 2, ♣ A K Q J 10 9 8 7 6 5 4 3 2.

South West North East
1 NT 4 NT 3 NT 2 NT
4 NT 3 NT 2 NT 1 NT

East won with the queen and returned a spade, which West won with the ace. The next spade was won by South with the jack and now there was no way to make the contract.

East won with the queen and returned a spade, which West won with the ace. The next spade was won by South with the jack and now there was no way to make the contract.

East won with the queen and returned a spade, which West won with the ace. The next spade was won by South with the jack and now there was no way to make the contract.

East won with the queen and returned a spade, which West won with the ace. The next spade was won by South with the jack and now there was no way to make the contract.

East won with the queen and returned a spade, which West won with the ace. The next spade was won by South with the jack and now there was no way to make the contract.

East won with the queen and returned a spade, which West won with the ace. The next spade was won by South with the jack and now there was no way to make the contract.

Lions Ladies Club Names New President at Meet

Mrs. Irene Nelischer was installed, president of the Lions Ladies' Club of Edmonton at the Cottage Tea Room, Thursday.

Other officers elected were: Mrs. A. G. Kistline, vice-president; Mrs. Allan Stockman, treasurer; and Mrs. Maurice MacNair, secretary. Christmas party, which is an annual affair.

DONATIONS MADE
Donations of money, time and member interest went to the Friendship Club. Other donations were made to the Unitarian Service committee and the Cancer fund.

Full bazaar, telephone bridge and doll sale were held to raise funds for club projects during the year. Following the meeting, Mrs. Nelischer urged members to continue their work with enthusiasm and outland plans for this term. Tea was served.

Silver Wedding Occasion For Surprise Party

Silver wedding was observed recently by Mr. and Mrs. James McFadden.

More than 75 friends and relatives held a surprise party for the couple. Among the guests were Mrs. Alice Gibson and Dexter Ross who attended the couple at the wedding.

Also present were the couple's children, Mrs. Charles Buis and Vernon McFadden. On behalf of those present Tommie Jones presented Mr. and Mrs. McFadden with a silver serving tray and a purse of silver. Mrs. McFadden was given a bouquet of chrysanthemums and Mrs. Gibson received a corsage.

Toast to the couple was given by Mr. Ross. Dancing and refreshments completed the evening's entertainment.

Diet's Weight Loss Varies With Individual

If you followed this diet faithfully, you should be able to see a weight loss of about five pounds today.

The loss may be a little more or less since rate of weight loss varies with the individual, and it rarely drops evenly. If you have had the will power to wait a week, you'll get a more accurate report of your weight than you will have had from watching the scales each day. Daily fluctuations in weight are deceptive.

Don't be discouraged if your loss of pounds is less than the five that you were promised by this regimen. As Dr. Samuel M. Bloom, author of this diet, reminds you, many a person's weight resists all efforts to whittle it down for days and then drops in a sudden spurt. With your doctor's permission,

Buttermilk or skimmed milk — 1 glass.
Dinner
Broth—clear—1 cup
Steak—4 ounces—lean broiled
Roasted tomato
Apparagus—4 stalks—canned
Enriched white bread—1 slice
Jell—1 cup
Coffee or tea—skimmed milk—1 cup.

CNIB Furnishings Made by League

Final arrangements were made for furnishing a room in the CNIB building at the recent regular meeting of the Canadian Daughters' League.

Mrs. R. B. Enley presided at the meeting, which was held in the 1001 hall. Mrs. Albert Davy and Mrs. William Robson were appointed to send four parcels to hospital patients.

LOOK at this BUY... FEATURE ITEM

PEACHES 19c

LYNN VALLEY STANDARD . . . 20 oz. tin

Tea and Coffee

Airway Coffee	Mild and	37c
Nob Hill Coffee	Rich (only)	89c
Edwards Coffee	Regular or	92c
Canterbury Tea	1-lb. tin	90c
Tea Bags	Canterbury	65c
Guest Tea	Money saving	80c

Macaroni—Cheese

Macaroni or Spaghetti	Splendor	57c
brand	5-lb. box	
Creamettes	Macaroni	10c
Canadian Cheese	Berkshire	45c
Mild	2-pkg.	27c
Kraft Dinner		

Tea Bags Canterbury Full Flavor . . . 30s pkg. 33c

Fresh Coffee Airway, Mild and Mellow . . . 1-lb. bag 71c

Catsup Sun Bonnet, Good quality, Excellent value . . . 20-oz. tin 10c

Rolled Oats Robin Hood Regular or Minute . . . 5-lb. bag 39c

Raisin Bread Polly Ann . . . 16-oz. loaf 15c

STEAKS

Government graded beef Trimmed before weighing Guaranteed perfect eating lb.

T-BONE CUTS

Pork Rib Chops	lb.	46c
Pork Steaks	Shoulder lb.	33c
Pork Tenderloin	lb.	61c
Halibut	Sliced, Pan Ready lb.	38c
Cohoe Salmon	Sliced, Pan ready lb.	47c

Government Graded Red and Blue Brand Beef

Round Steaks	lb.	62c
Sirloin Steaks	lb.	67c
Shoulder Steaks	lb.	44c

Pork Liver 16c
Cooked Ham 39c
Bologna 30c
Sausages 36c

WIN \$5000 WARDROBE MONEY

New, easy Kitchen Craft Flour Contest

71 other great prizes... Get Entry Blanks and full details at store

24 lbs. 1.66

POULTRY

Grade "A" Chickens 1 lb. and 47c
over 10 Fowl 35c

BACON

Back Bacon 36c
Side Bacon 37c
Side Bacon 59c

Canned Foods

Peas	Garden of Eatin'	15-oz. tin	12c
Peas	Sugar Belle Fancy, Sieve 4, 15-oz.	2 tins	33c
Lima Beans	Taste Tella, 15-oz. tin	14c	
Sauerkraut	Libby's Fancy, Choice quality, 26-oz. tin	22c	
Tomato Juice	Sunny Dawn, 15-oz. tin	19c	
Blended Juice	Blend 2, O'Gold, 20-oz.	35c	
Tomato Soup	Campbell's, Choice, 15-oz. tin	11c	
Fruit Salad	Taste Tella, 15-oz. tin	29c	
Cranberry Sauce	Libby's, 12-oz. jar	25c	

Everyday Needs

Eggs	Grade A Large, Breakfast	38c
Butter	First Grade, Meadow Wood	63c
Margarine	Bonnet	29c
Rinso	giant pkg.	69c
Chippo	large pkg.	35c
Tide	large pkg.	35c
Rolled Oats	Quaker, Non-Fermenting, 5-lb. tin	29c
Syrup	Cane, 5-lb. tin	60c
Marmalade	Empress Pure Orange, 4-lb. tin	59c
Peanut Butter	Beverly, 27-oz. tin	68c

ONIONS

B.C. No. 1 Cooking lb. 8c

NEW CARROTS California lb. 9c

NEW CABBAGE Texas lb. 8c

WASHED TURNIPS Local lb. 5c

Washed Parsnips Local lb. 9c

Sweet Potatoes Louisiana lb. 14c

Bananas 21c

Prices are effective January 17, 18 and 19th. We reserve the right to limit quantities.

GRAPEFRUIT Texas 2 lbs. 29c

Oranges Fancy McIntosh, Michigan 2 lbs. 25c

Apples Fancy McIntosh, Michigan 2 lbs. 8c

SAFeway

CANADA SAFeway LIMITED

Former U.S. Air Force Chief, H. Arnold Dies

By FRANK H. BARTHOLOMEW
Special to the Bulletin
SONOMA, Calif., Jan. 16.—(BUP)—An Air Force honor guard stood watch today over the body of Gen. Henry Harley (Hap) Arnold, America's No. 1 wartime aviator, who died of a heart attack at his ranch home.

His wife Eleanor, was at his bedside when he died yesterday. It was the fifth heart attack he had suffered since his first in 1944.

A friend, Dr. Russell V. Lee, of Palo Alto, said Arnold should have retired then.

"But things were hot and he decided to take his chances with the rest of the soldiers and went back to duty," Lee said.

HERO'S BURIAL

The air force announced that its former commander would be buried in Arlington National Cemetery, last resting place for many national heroes.

Arnold left for children, Lt. David L. Arnold, Col. Henry H. Arnold, Jr., Capt. William B. Arnold, and a daughter, Lela, who is married to Cmdr. Ernest Snowden, a navy flier.



PRESIDENT of Inland Empire Company Inc., of freighter Flying Arrow which was shelled by Chinese Nationalists last week, is Hana J. Inlandensis of New York. Another of company's freighters left Hong Kong yesterday by blockade Shanghai. —AP Wirephoto.

Clouds consist of particles of condensed water vapor, and a good-sized cloud may weigh several tons.

REDS ORDER BIG DRIVE IN GERMANY
FRANKFURT, Jan. 16.—(AP)—The Russian politburo has ordered a sweeping reorganization of the Western German Communist Party in a growing offensive to pull this vital area into the Soviet orbit. Allied and Communist sources said Saturday night. Plans for the shake-up were formulated at a secret meeting of the party's executive board and on direct orders from Moscow, Allied officials said.

Cold Hits Coal Output In Mines Here

BLAIRMORE, Alta., Jan. 16.—(CP)—Extreme cold weather and heavy snowfall in the Crow's Nest Pass has caused a large drop in coal output in the mines since Christmas. Production in some of the mines has been cut to half. All miners in the Pass have lost work days due to the weather. Part of the reason for reduced output was due to the lack of coal cars which could not be brought in due to conditions. Mine operators said railway officials were co-operating to the utmost, however.

Quarter of World Restrains News Flow

New barriers to the free flow of news have been erected during the last six months and no major barriers have come down.
More than one-fourth of the world's population area has censorship or other restraints that prevent the free flow of news. It is shown in a survey by The Associated Press.

Here are highlights of the AP survey on conditions in various areas:
CENTRAL EUROPE
Censorship has been relaxed slightly in Greece. There are no restrictions on outgoing copy, but the domestic press is under the eye of the government.
In Germany, few restrictions are imposed by the western occupation powers. Press in eastern Germany, Russian-occupied, generally are restricted to the use of Russian-backed news agencies.

Soviet newspaper men consider themselves virtually in the class of civil servants.
In Yugoslavia the press is government-controlled.

IRON CURTAIN COUNTRIES

In the Soviet Union censorship has grown more severe during the last six months. Western correspondents in Moscow find it impossible to send out news unfavorable to the Stalin regime. News papers, magazines and radio stations are under strict control.

EASTERN ASIA

The Communist regime of China has restricted news coverage to reporters from countries recognizing it.
Japan has no censorship on foreign correspondents.
In Burma newspapers must deposit money as security against publication of reports unfavorable to the government.

freedom of the press, but the country is under martial law.
On British-controlled Cyprus, the editor of a Nationalist newspaper was ordered deported for writing an anti-British editorial. British occupation in Eritrea warned editors against attacking the government.
Censorship continues in Israel.

Derailment Ties Up U.S. Railroad

MISSOULA, Mont., Jan. 16.—(AP)—Thirty-two cars of a west-bound fast freight derailed 13 miles east of here yesterday, ripping up about 300 yards of the Milwaukee road's single-track main line between Chicago and Tacoma, Wash.
Trainmen said a hot journal box from an engine struck the axle of the 13th car behind the locomotive, causing the derailment near the Turah depot.
Estimates of the length of time it will take to open the line range from one to three days.

Urge Colony Boycott U.K.

GEORGETOWN, British Guiana, Jan. 16.—(Reuters)—The manpower citizens association, largest trade union in British Guiana, has decided to call a general strike of sugar workers and a boycott of British goods by all workers of the colony as a protest against Britain's refusal to grant demands of the West Indies sugar producers.
The West Indies sugar delegation, which left Britain for home Sunday after fruitless talks in London, issued a statement there accusing the British government of "improper activities" in negotiating a sugar contract with Australia.
The contract, the statement said, not only gave Australia satisfactory terms but also contained a clause which set out the terms of the agreement they intended to make with the colonies and bound the United Kingdom not to make any change therein without the consent of the dominions."

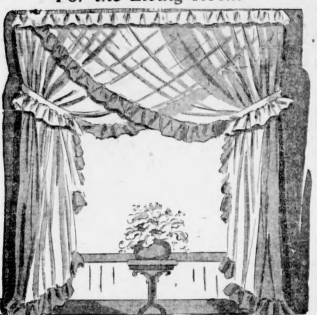


REVOLUTION financier Mathew Fox, president of American Indonesian Corp., arrived in Jakarta recently to confer with national leaders. Fox backed Indonesian revolt against Netherlands with hundreds of thousands of dollars. —AP Wirephoto.

EATON'S Daily Shopping News for Tuesday

The EATON Store in Edmonton Opens at 9:30 a.m., Closes at 5:30 p.m. Daily, Except Wednesday, 9:30 a.m. to 12:30 p.m. To Call EATON'S, Dial 9-1-2. SEE WINDOW DISPLAYS!

Rayon Frilled Curtains For the Living Room



Add new loveliness to your living room with a pair of these exquisite rayon frilled curtains... equally attractive when viewed inside or out! Beautifully tailored of high-grade rayon marquisette with neatly hemmed ruffles... complete with dainty flounce valance across the top and ruffled tie-backs. They may be hung either as if so desired. Shown only in three approx. widths.

EATON'S TUESDAY FEATURE, Approx. 56x90", PAIR, \$21.50

Approx. 66x90", PAIR, \$34.50 \$55.00

Available on the Convenient EATON Budget Plan
EATON'S Draperies, Second Floor, East

66-Piece Dinner Sets



Attractively designed dinner sets for the homemaker who wants a "better" set! These beautiful dinner sets are modernistic in design... the pretty "Wilmington" pattern which features a rich ivory ground decorated with a hand-painted under-glaze center floral spray... slightly scalloped edges. Fine quality English semi-porcelain from a reliable English firm. Each set consists of 8 each: cups and saucers, dinner plates, tea plates, bread and butter plates, soups, fruits, 1 each covered vegetable dish, covered sugar, cream, open bowl, gravy boat and stand, small and large plate. EATON'S TUESDAY FEATURE, 66-Pieces, SET,

\$39.95

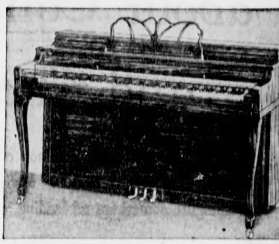
Available on the Convenient EATON Budget Plan
EATON'S Chinaware, Lower Floor, West

Mason & Risch Pianos

Beautiful Instruments designed and created by Canada's largest manufacturers of fine pianos. Modern pieces which are graceful, lovely additions to your room as well as being instruments which will provide your family and friends with many hours of enjoyment. Four different styles from which to choose, the bench is included with each.

Mahogany Hepplewhite, \$831.00
Walnut Hepplewhite, \$886.00
Walnut Louis XV, EACH, \$920.00 and \$934.00

Available on the Convenient EATON Budget Plan
EATON'S Pianos, Second Floor, West



Coffield Washers

Now is the time to purchase a new washer! Coffield washers are dependable, serviceable washers which should help make washday an easier day for you! Check the highlights!

- Easily cleaned porcelain enameled and aluminum tub
- Tumbling gyrator action for thorough cleaning
- Wringer has soft rubber rollers which are easy on buttons
- All gears run in a bath of oil
- Sturdy construction throughout

Standard rubber mounted 1/4 H.P. motor for the electric washer and Johnson Iron Horse engine for the gas washer. EACH

\$139.50 to \$219.50

Available on the Convenient EATON Budget Plan
EATON'S Washers, Lower Floor, South

Modern Two-Piece Lounge Sets



Similar to Sketch

For day or night-time utility! Sets that are a boon to the small home or apartment dweller! These well made lounge sets are attractive additions to your room by day... a comfortable extra bed by night! Lounge and chair covered with high grade cotton velour in colours of grey, green and wine. Spacious bedding compartment for added convenience. EATON'S TUESDAY FEATURE, SET,

\$139.00, \$175.00 and \$189.00

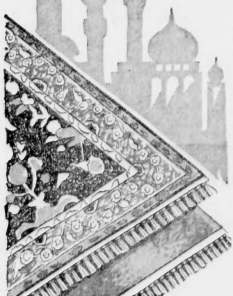
Tufted Woven Rugs Made in Britain

Beautiful rugs which will be the basis of beautiful rooms! Your furniture and room decor are much more effective with an attractive rug so shop Tuesday for one of these high quality rugs! Rugs which are manufactured of the highest grade of rug wool insuring long wear and enduring beauty. Reproduced Oriental patterns on a wine background. EATON'S TUESDAY FEATURE, Approx. 9'x12", EACH,

\$149.00

\$169.00

Available on the Convenient EATON Budget Plan
EATON'S Floor Coverings, Second Floor, North



Note! Out-of-Town Customers

May address enquiries or forward mail orders to EATON'S Shopping Service, Edmonton Store.

"Goods Satisfactory or Money Refunded"

Mail Orders Will Be Filled Unless Stated Otherwise.

Inner-Spring Mattresses

Economical mattresses that are a wise choice for long service combined with comfort! Well made mattresses with 150 coil springs covered with sturdy striped cotton ticking. Finished with rolled edges. Three sizes... 3/3, 4/0 and 4/6. EATON'S TUESDAY FEATURE, EACH,

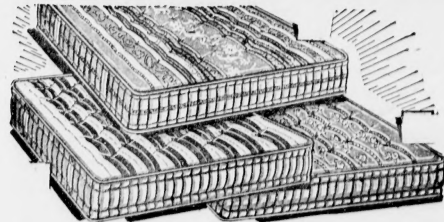
\$22.89

Available on the Convenient EATON Budget Plan

See Back of This Page for Other EATON Announcements!

T. EATON CO. WESTERN LIMITED

Inner Spring Mattresses



Quality Spring Mattresses

Luxurious and practical mattresses which will assure you of better rest! Each mattress is padded with cotton felt which cushions the tempered steel coil unit. The case is tailored from good quality, smartly styled cotton ticking and finished with taped edges. Sizes 3/3, 4/0 or 4/6. EATON'S TUESDAY FEATURE, EACH,

\$26.95

Restful Spring Filled Mattresses

For an economical price you may equip your beds with inner-spring ease! Tempered coil spring unit is covered with a sial pad and cotton felt for greater comfort. Covering is high grade cotton damask ticking which is finished with rolled edges and button ticking. Sizes approx. 3/3, 4/0 and 4/6. EATON'S TUESDAY FEATURE, EACH,

\$32.50

Available on the Convenient EATON Budget Plan
EATON'S Furniture, Second Floor, North

Clearance! Reg. 9.95 to 15.00

Manufacturer's Clearance! Away Below Usual Price!

Half Usual Price! Ordinarily 4.98!

Half Price! Reg. 13.95 to 24.50

Let's have a frank talk about "Comparative Prices" ...and what they mean in EATON advertising!

Comparative prices are common currency in advertising. They're expressed in many ways, in terms like "Regularly" — "Ordinarily" — "Originally" — "Made to sell for" — "Worth twice the price" — and so on... phrases that are sometimes meaningful, sometimes misleading, often hard to prove or understand.

We would like our customers to know how we at Eaton's use comparative prices in our advertising... how we limit their use by strict regulations to ensure that their meaning will be consistently clear:

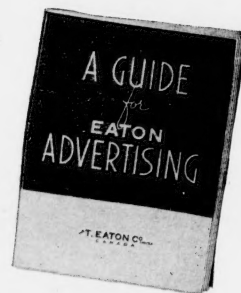
- When we quote "comparative prices" — that is, compare an Eaton special price with the ordinary price prevailing — a thorough survey is made of the local market, to make certain that the special price to be quoted is substantially lower than the price at which this article is presently being sold in other stores as well as our own. Only when this condition is fulfilled will we quote comparative prices in our advertising.
- Whenever we quote a "regular price," we refer to the last price at which the merchandise was sold at Eaton's... even though that price may have been a reduction of an earlier "regular price." Thus, if we sell an article at 4.95, reduce it to 3.98, and later on reduce it to 2.98 — it will be advertised as "Regular 3.98, Special price 2.98."
- If we advertise an article "Regular 4.95, Special Price 3.25," we mean that this same article has been selling for some time on our counters for the regular price and has been reduced for some specific reason, which we state — such as "ends of lines," or "broken sizes," or "discontinued styles."

These strict limitations on the use of comparative prices represent only one of the many rules we rigidly adhere to in order to safeguard our customers' interests. There are many more — some of them are quoted on this page. We offer them as evidence of our belief that facts speak louder than fancies, and sincerity is worth more than sensationalism!

- If we say that a fabric is wool-and-cotton, we mean that it contains more wool than cotton — if it contained more cotton than wool, we would call it cotton-and-wool.
- If we say that a dress is washable, that a shirt is shrink-resistant, or a drapery fabric colour-fast, we know these facts are right because we have put the materials through exacting tests in our own well-equipped Research Labs.
- If we use the name of an animal to describe a leather, (pigskin, alligator, antelope), we mean that the leather is made from the hide of the animal mentioned. Where it is simply an effect obtained by processing, we say "pigskin-grained," "alligator-grained," "antelope-finished."
- If we describe an article by the place of its origin, (Venetian lace, Basque berets), we mean that it was actually made in that country. Limitations are always qualified — as "Venetian-type lace," or "Basque-style berets."
- When we use the term "cut glass," we mean that the design has been entirely made by a cutting implement. Glass with moulded designs finished on a cutting wheel is described as "pressed and cut."
- If we advertise furniture as "solid walnut," we mean that the fronts, sides, tops, legs, posts, mirror frames and all exposed parts are of solid walnut. If stained birch or gumwood is used, the description must be "Birch (walnut finish)" or "Gumwood (walnut finish)."

In these, and in many other ways, we work hard to keep our advertising clear and true and accurate... because we value above all things your confidence — and we safeguard it by sticking to this simple, straight-forward rule:

**EATON ADVERTISING MUST MEAN WHAT IT SAYS...
AND SAY WHAT IT MEANS!**



This is the text-book that guides our advertising writers in everything they say about our merchandise. It lays down hard-and-fast rules against exaggeration and misrepresentation, helps us to keep our advertising accurate and true!

See Back of This Page for
Other EATON Announcements!

T. EATON CO.
WESTERN LIMITED